



## Seminar Agenda

Welcome

VBO Overview

About The Presenter

**Seminar No. 2**  
Promoting the Virtual Model  
Concept

Questions

Final Comments

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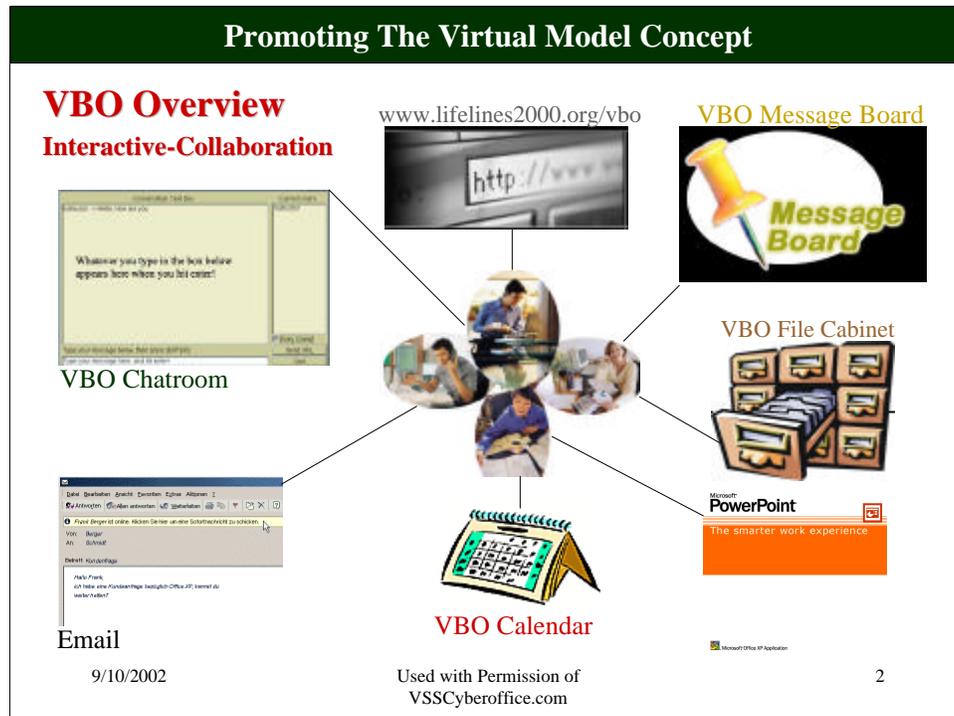
Seminar Date: 9/10/2002

Greetings and welcome to Promoting the Virtual Model Concept. Congratulations on your decision to explore the burgeoning industry of Virtual Business Ownership. Should you experience technical difficulties, please contact, Shawn Young, **LIFELines Technical Support** at (202) 433-6162 or via email: **young.shawn@hq.navy.mil**

This self-paced seminar was designed exclusively for **low bandwidth users**. We recommend that you:

1. Print all the slides in this seminar
2. Visit the VBO event calendar to verify live moderated chat dates and times.
3. Register with VBO site manager by sending an email to: vparham@vsscycyberoffice.com requesting permission to attend the Promoting the Virtual Model Concept Moderated Chat. Once you've been granted permission to attend, an invitation will be emailed to you with instructions on how to enter the moderated chat room.

**Note:** VBO Moderated Chat Session starts promptly at 1330 EST. We recommend that you Print and Review slides and write down your questions in advance.



The VBO Initiative will deliver an interactive online environment where military spouses can learn and access business resources and experts. Using the latest technology, VBO will deliver (web-based) resources, information, and interactive collaboration through message boards, moderated chats and educational seminars relating to the topic of Virtual Business Ownership.

The purpose of the VBO Initiative is to assist Navy and Marine Corps spouses who are interested in establishing their own virtual business in cyberspace.

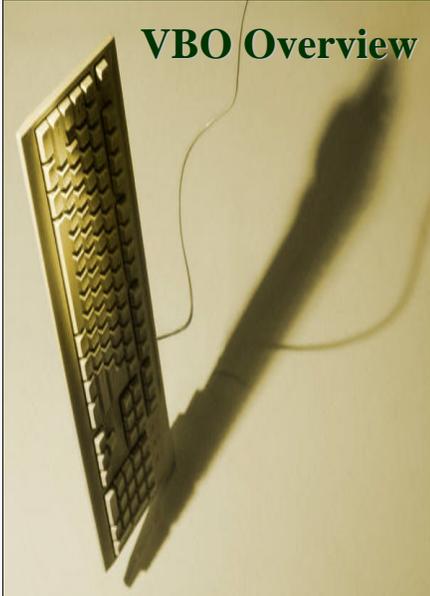
### **Description of Seminar Platforms:**

**Real Time Seminars** - are live and conducted online in a web conferencing room. Participants are able to hear and interact with the presenter and subject matter experts live using their computers, Internet access, a microphone and speakers.

**Self-paced Seminars** - have been designed for both high bandwidth users (**DSL or higher**) and low bandwidth users (**dial-up 28.8 kbps or better**). Those who are not able to attend the live real time seminars are encouraged to view the self-paced versions. To access, logon to the VBO website, click on conference room and select "Seminar Info Page".

## Promoting The Virtual Model Concept

### VBO Overview



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### Seminar Dates



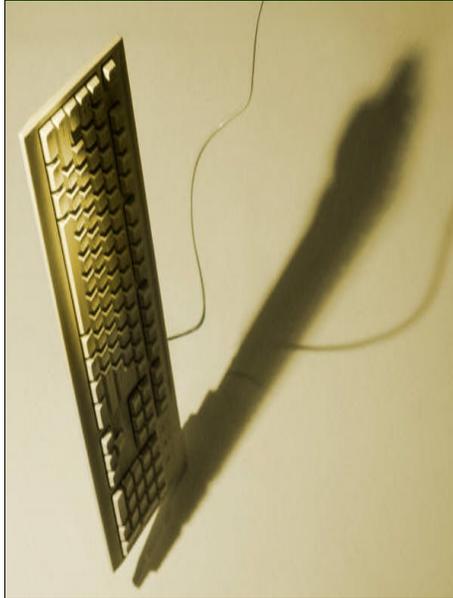
<b>Sept 24, 02</b>	Communicating in a Virtual Environment
<b>Oct 08, 02</b>	Marketing your Virtual Company

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We invite you to join us for all upcoming real time seminars. Take a moment to update your calendars.

## Promoting The Virtual Model Concept



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### About The Presenter



*Victoria M. Parham, President & CTO  
Virtual Support Services*

Victoria is an Army veteran and military spouse who has successfully established her own virtual business in cyberspace. Now living in Alaska, she works for all types of clients across the United States through the Internet, phone, fax, email and other telecommunication technologies.

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In 1989, Parham left the Army to devote her energies to motherhood. What started out as a life of motherhood and being a military spouse soon turned into a pursuit of passion. One day while at work, Parham decided she no longer wanted to be an employee but an entrepreneur. On April 5, 1994 she formed "Victoria's Secretarial Services" a brick and mortar company. Parham provided administrative support, resume cultivation and career counseling to active duty personnel and their family members and secretarial support to the local business community, all from her kitchen--turned office. Faced with another transition, Parham sold her company in 1995.

In January 1997, Parham launched her new virtual company, Virtual Support Services, ([vsscyberoffice.com](http://vsscyberoffice.com)). This new virtual model would allow her to live the company's slogan "For The Way You Work TODAY, Working Virtually, Anytime ^ Anyplace. Today, Parham's company serves as a total outsourcing solution for companies around the world. She has served as a personal virtual assistant to high profile executives and celebrities worldwide.

Parham has been profiled in several major media outlets, Alaska Journal of Commerce, Black Enterprise Magazine, TechTV, Alaska Online Television, and most recently in the August 2002 issue of Home Business Magazine. An advocate for military quality of life issues, Parham speaks to military spouses through message boards, articles, email, workshops and seminars on "Self Empowerment".

In November 2001, Parham was selected by the State of Alaska as a Top Forty Under 40 Business Leader in recognition of her commitment to professional excellence and business growth.

**PROGRAM MANAGER FOR NAVY:**

Ed Roscoe

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**PROGRAM MANAGER FOR  
MARINE CORPS:**

Erin Walerko

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**ONLINE WOMEN'S BUSINESS CENTER**  
Subject Matter Experts

Glynis Long and Harriet Fredman

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## Promoting The Virtual Model Concept



# The Virtual Model Concept

## A New Paradigm in Doing Business

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**DEFINING THE VIRTUAL MODEL CONCEPT** - The key to promoting the virtual model concept begins:

- 1. Defining the Term** - In its simplest form TVMC enables a business to take an industry, whether a product or service from its traditional platform to the next level (Internet, Cyberspace, eCommerce, e-Business) platform. TVMC allows a virtual business owner to serve industries across time and space and in many cases without ever stepping foot into the client's office.
- 2. Understanding the Concept** - Working virtually is not a good match for every industry or professional. The benefits received by both the VBO and client is quite appealing and should therefore be incorporated into your promotional and marketing materials. A successful promotion of the virtual model concept (working virtually) can only be successful when you the VBO are comfortable with working virtually.

Today, the emerging e-business market affords companies of all sizes and industries the opportunity to leverage their existing assets, employees, technology infrastructure and information to gain or maintain marketshare. For example, in the telecommunications industry, service, rather than technology, is now the key differentiator. With lower barriers to entry, new competitors are rapidly entering the market offering new services such as online bill presentment and payment, and leveraging their unique digital assets.

A virtual company is a net-enabled business that transforms internal and external relationships to produce value and exploit market opportunities driven by new rules of the connected economy. The challenge for the virtual business owner is to turn the virtual model concept and the market opportunity into a viable business. You can see the importance of developing your marketing strategy and plans. Designing and deploying the business solution is key.

## Promoting The Virtual Model Concept



### Benefits to Your Prospective Clients

- ✓ No benefits to pay:
  - access to talent pool
  - worker's comp
  - 401k
  - vacation time
  - sick leave
  - medical/dental
  - unemployment
  - recruitment ads
  - no additional hardware
  - software licenses

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In a day where good talent is either hard to find or retain, many of your clients will find it exceptionally attractive to have access to an available talent pool. An even more appealing benefit particularly for the small and home-based startup company is the ability to get work done without the worry of **benefits, vacation, sick leave, medical, additional hardware purchases and software licenses.**

In essence, your prospective clients will only pay for time on task(s) (they only pay for the time you work).

**PARTICIPANT EXERCISE NO. 1:** Write down 5 additional benefits that your potential clients can receive from working virtually. Remember, be creative, innovative, realistic and honest.

1.

2.

3.

4.

5.

## Promoting The Virtual Model Concept



### Benefits to You, the VBO

- Work Anytime ^ Anyplace
- Do what you Love
- Company travels with you
- Generate steady income
- Clients travel with you
- Improved **Quality of Life**
- Control over career
- Eliminate long commutes
- Reduced wardrobe expenses
- Get to eat healthier meals

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Not only does your client receive fascinating benefits but you do as well.

**PARTICIPANT EXERCISE NO. 2:** Write down 5 additional benefits that you receive from working virtually. Remember, be creative, innovative, realistic and honest.

1.

2.

3.

4.

5.

## Promoting The Virtual Model Concept

### Prospective Clients Who Could Benefit From TVMC:

Real Estate Agents	Small Business Owners	New Startup Companies
Consultants	Financial Planners	Writers
Professional Coaches	Sales Representatives	Attorneys

*The list is limitless*

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The examples listed above often times handle their own administrative and back office support tasks and in many cases do not require an onsite support person. We learned about identifying your niche market in Seminar No. 1 **Starting a Virtual Business**.

You can see here the importance of:

**-identifying your market**

**-packaging your services, incorporating the virtual model concept and its benefits (as outlined previously)**

**-promoting to your specific market**

#### **PARTICIPANT EXERCISE NO. 3:**

Based on your current skills, write down 5 ways that you are able to support all or some of the clients listed above virtually. Be creative, innovative, realistic, and most importantly honest. This exercise will help to prepare you for promoting the virtual model concept. If there are additional professionals or industries that you feel you are able to support write those down as well. The more you practice this exercise the more comfortable you will become in promoting TVMC.

- 1.
- 2.
- 3.
- 4.
- 5.

## Promoting The Virtual Model Concept

### Where to Promote?



- ✓ Web Site
- ✓ Business Collateral Pieces
- ✓ Email Signatures
- ✓ Introduction Letters
- ✓ Post Cards
- ✓ Fliers
- ✓ Chamber Events
- ✓ Network Gatherings

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Consistency is important, so you want to be sure to promote the many benefits of working virtually. When? each time you have a chance. The more people hear it, the more they will retain it. The absolute key to successfully promoting this virtual concept is you being comfortable yourself with working virtually.

**PARTICIPANT EXERCISE NO. 4:** Write down 5 other ways to promote your virtual business.

- 1.
- 2.
- 3.
- 4.
- 5.

## Promote Using Post Cards – Part 1

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Why promote using a post card when you're a virtual business? Promoting your business (whether a virtual or brick and mortar) requires creativity, innovativeness, and economical common sense. While shooting off an email is quick and easy, adding the personal follow-up touch using a post card adds value and realism. Think about all the junk mail you receive through the US Postal Service. Have you ever noticed how easy it is to identify the junk mail pieces? Sure, they're usually bulky or letter size and very impersonal.

- Post cards on the other hand are usually addressed to a particular person and/or company
- Post cards also promote a particular service and/or product of interest to you or your company. Companies that have really done their research invest in having their post cards designed to be:
  - Personal** -that is to speak to their client or potential client
  - Short & sweet yet informational** – means a company has researched your buying habits and only want to promote the service or product that is of interest to you
  - Easy to contact** – the company in most cases will provide several easy ways to contact them (**toll free, email, and website**)

### Benefits of Promoting with Post Cards:

Personal –allow you to speak directly to your potential client || Economical - .23 cents per piece  
Fit easily into a purse or jacket pocket for later reading || Convenient and don't require opening

Finally, like the old adage says "A picture is worth a 1,000 words". So a postcard with a picture on it can pack a punch far greater than it's small size would indicate.

**Promote Using Post Cards – Part 2**

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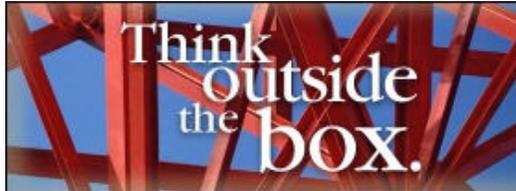
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**PARTICIPANT EXERCISE NO. 5:** Write down 5 additional ways to use post cards as part of your marketing the virtual model concept / working virtually. Remember, be creative, innovative, realistic and honest.

- 1.
- 2.
- 3.
- 4.
- 5.

## Promoting The Virtual Model Concept

*Success in promoting the virtual model concept comes best when you:*



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As you begin to develop your virtual business allow your creative juices to flow. Remember this concept of working virtually (The Virtual Model Concept) is still somewhat new and it's up to you the Virtual Business Owner to educate your potential clients of the many benefits gained through working virtually.

## Promoting The Virtual Model Concept

### POP Quiz:



1. Name two benefits clients receive when working virtually.
2. Name two benefits of a VBO.
3. What's the one important thing to identify when promoting the virtual model concept?
4. Name two types of clients that can benefit from working virtually.
5. What determines a successful VMC promotion?

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Take a moment to answer the pop quiz above: If you answered the majority correctly, you're off to a great start in building your virtual business.

1a.

1b.

2a.

2b.

3.

4a.

4b.

5.

## Promoting The Virtual Model Concept

### Seminar Review



- A New Paradigm in Doing Business
- Benefits to Your Prospective Clients
- Benefits to You, the VBO
- Types of clients who could benefit from working virtually
- Where to promote
- Benefits of Promoting with Post Cards
- Importance of *Thinking Outside of The BOX*

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Let's review all that we covered today

## Promoting The Virtual Model Concept

*Thank You for being a part of  
Promoting The Virtual Model Concept*



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Have a question about the virtual model concept, join us in dialogue on the VBO message board where you can share your thoughts, experiences and/or comments.

## *Reminders*

### **What to do next?**

- Register for upcoming real time seminars
- Visit VBO Calendar for scheduled moderated chats
- Utilize the available resources in VBO
- Continue developing your business plan
- Begin working on a Promotional Campaign for Your VBiz
- Provide us with your feedback and comments

*Finally and as Always Share this WONDERFUL Resource with  
Your Fellow Military Spouses*

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**It's been my pleasure being your presenter. From beautiful Anchorage, Alaska to your part of the world, happy virtual officing!**

### **Points of Contact:**

#### **VBO Seminar Presenter & Site Manager**

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